

## ZOO SOCIETY RACES CLOCK FOR \$80,000

Needs Sum to House Heads  
and Horns Collection Now  
Inaccessible.

OCTOBER 1 LIMIT IS SET

Five \$10,000 Donations Are  
Pledged, Three More Needed  
or Two Offers Expire.

To house the National Collection of Heads and Horns, one of the most remarkable zoological exhibits in the world, the Zoological Society is making a desperate effort to raise \$80,000 by October 1. The city is unable to make such an appropriation. The collection now is in the Administration Building in Bronx Park, to which it is impossible to admit the millions who visit the zoo in a year. Therefore the society has undertaken to get the necessary subscriptions.

Three months ago W. T. Hornaday, director, laid before the executive committee of the society a plan which was adopted. In pursuance of that plan he has been endeavoring to find eight persons who will subscribe \$10,000 each. Five subscribers have been secured, Mrs. Russell Sage, Mrs. Frederick Foris Thompson, John D. Archbold, Jacob H. Schiff and George F. Baker.

At this point, however, the enterprise has come to a halt. Two of the subscriptions are conditional upon the securing of the whole amount by October 1—a date which is only a few days distant. The state of mind of those interested in raising this fund can easily be imagined. Mr. Hornaday says that it is utterly impossible to ask either of the persons who made the conditional subscriptions to extend the time and he is confronted by the prospect of the failure of the plan. Adding to his difficulties all the members of the executive committee of the society save one are out of town, as are many members of the board of managers.

The National Collection of Heads and Horns contains about 850 specimens, a number of which are absolutely unique. Already the collection has achieved both a national and an international reputation and the public is most anxious to have access to it. A building is needed in which the collection can be displayed with ample space and good lighting and sufficient room for visitors. It should be about 150 feet long, 75 feet wide and 40 feet in height and should contain two great halls, each 125 feet in length, the society estimates.

## COLUMBIA OPENS THIS WEEK.

Expects Record Attendance for  
Year Beginning Wednesday.

Columbia University will begin its 18th academic year next Wednesday when President Nicholas Murray Butler will preside at the formal opening exercises to be held in the gymnasium.

The opening of two new schools, one of business and one of dentistry, will mark another step in the university's expansion. There is also the programme of Extension Teaching for Brooklyn and cities in several other States. The Brooklyn courses will be given at Packer Institute and the Long Island Medical College.

Registration figures this year are expected to set a new record for student attendance, exceeding by at least 1,000 the enrollment of more than 18,000 students last year. So far the daily registrations, which began last Wednesday, are far ahead of the corresponding number of days last fall. An explanation of this lies partly in the war, which has caused many fellows and holders of research scholarships to leave the country in order to foreign centres of learning, as in past years.

All of the professors who spent their vacations abroad and in other parts of this country have returned and will take their places in the faculty parade at the opening exercises.

## SAYS BOARDER WON HIS WIFE.

Asks \$20,000 for Loss of Her Affections  
and of Her Son.

John S. Howard, formerly of 4603 Park avenue, yesterday sued Edward Cameron for alienation of his wife's affections. His wife, Mae Wilcox Howard, has already begun suit for a separation.

Howard alleges that Cameron, encouraged by his wife, obtained permission to live in the same house with them and to bear a portion of the expenses. He now alleges that Cameron paid him back by taking his wife away. The Howards have a son who is living with Mr. Howard, and Mr. Howard is suing for \$10,000 for the loss of his wife and \$10,000 more for the loss of his son.

## CITY MOTORS SAVE \$50,000.

Commissioner Kracke Reports to  
Mayor on New Department.

New York city officials have had twice as much automobile service in the first six months of this year as they had in all of 1915, and the city has saved \$50,000 in the bargain, according to a special report made yesterday by Mayor Mitchell by Commissioner F. J. H. Kracke of the bureau of plant and structures.

The saving and the additional service are credited to the system of city taxicabs inaugurated by the Mayor to improve the unsatisfactory conditions that prevailed when each department maintained its own machines.

"It has been found possible to supply 54,268 hours of service with seventy-two motor vehicles under central management, whereas in 1915, when the separate departments controlled their own operation, only 51,565 hours of service were provided with ninety-four cars."

## ACTOR SUES MOVIE FIRM.

Von Feldera Wants \$15,000 for  
Injuries in Diving from Boat.

Harry von Feldera, a motion picture actor, began suit yesterday against the Universal Film Manufacturing Company alleging that after diving from a boat in the West Indies, where he was taking part in a movie production, he was crushed and severely injured by an incompetent pilot in charge of the rescuing vessel. He asks \$15,000 damages.

The actor says the company failed to furnish an experienced pilot, with the result that he was run against by a boat and suffered a fractured rib and injuries to the left lung, which hid him up for a long time. The accident occurred September 10, 1915.

## Big Times Square Car Expansion.

Jose Frohlich, vice-president of the Times Square Auto Supply Company, Inc., which has just been formed with increased capital to take over the business of the Times Square Automobile Company and its subsidiaries, to further expand this already large business, announces that in addition to the nine stores already in operation throughout the city at least forty new branches will be opened and placed in operation by May, 1917. These stores will be distributed all over the country.

## A DEVICE TO SAVE LIVES.

"Grade railway crossing accidents caused by automobiles appear to be increasing, and as a rule they are attended by greater destruction and loss of life than other accidents, besides being almost invariably due to the carelessness of the automobile drivers," says C. H. Larson, president of the Oldsmobile Company of New York. "While there should be no grade crossings, they are here and it would be impossible to do away with them all at once, hence the next best thing is to have such means supplied as are easily available to prevent accidents."

"Where the expense is too great to have a flagman at grade crossings, it would be easy to have a swinging gate descend across the highway when a train is approaching. It should serve as a reminder rather than a preventive to passing over

the track, and it should be placed some forty or sixty feet from the crossing so that the car might be stopped before the crossing was reached, even though the driver was so stupid as not to see it when it was closed. This gate may be operated by the approaching train. This device would not be difficult to install, would answer every purpose for safety and would save annually hundreds of lives and thousands of dollars worth of property."

## BILLY SUNDAY USES MAXWELL.

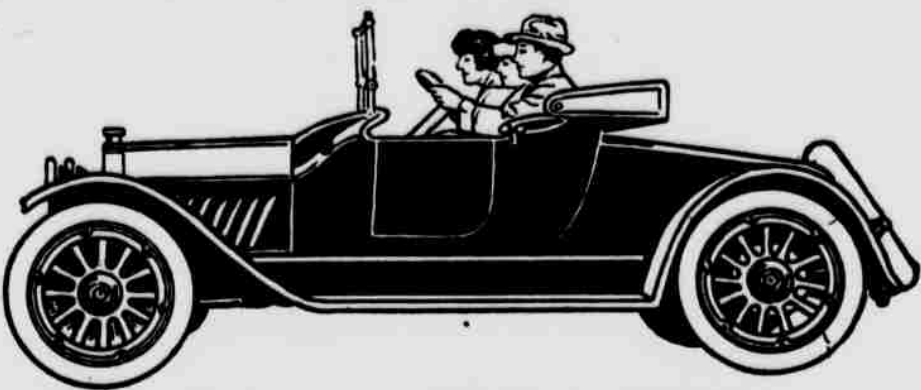
Billy Sunday, the baseball evangelist, realizes the value of the automobile in conducting his great religious revivals throughout the country. During his recent campaign in Kansas City Mr. Sunday and his aide used a fleet of Maxwell cars in getting about the city. The evangelist was immensely pleased

with the service rendered by his car. In fact, he was so pleased that he wrote an appreciation to the Maxwell company. His letter follows:

"I wish it were possible to have every one generally understand how much you have contributed to the success of the campaign here in Kansas City. It would not have been possible for me to speak as many times and at as many places but for the excellent automobile service you furnished."

"The cars have been dependable, reliable and comfortable. They have always been in order, clean, attractive, and we have had no trouble or delay at any time. I thank you most heartily. I had no idea that a light, inexpensive car could arouse so much admiration as the Maxwell has done. With best wishes for your continued success and with kind regards, sincerely yours, W. A. SUNDAY."

## Here is the Opportunity so Many Motorists Have been waiting for



THE LIGHT "8" OLDS COMBINATION AS A ROADSTER.

## THE NEW SERIES MODEL "44" Light Eight De Luxe Oldsmobile Exclusive Combination Roadster

IS HERE READY FOR

## IMMEDIATE DELIVERY

MEANING THE DAY YOU BUY

**\$1195 F. O. B.  
Factory.**

So great has been the demand for the Exclusive Oldsmobile Combination Roadster

all season long that our calculations of a normal stock fell lamentably short and many were the disappointments.

Now for the first time we are pleased to announce we have caught up and are in a position to deliver promptly.

The New Series Olds Roadster like the famous Light "8" De Luxe Oldsmobile Touring Car is a LUXURY CAR IN EVERY SENSE.

Strikingly original and beautiful in design it maintains the year to year distinctive Oldsmobile lines which always give that up-to-the-minute appearance of TONE AND CLASS.

The Runabout Body is a happy combination of two, three, four or five passengers. As a couple car the front seats are comfortably comfortable in point of room as well as riding qualities.

When necessary three can occupy the front seats. Then in the event of desiring to carry one or two passengers in addition, the rear compartment of the Roadster is turned instantly into a tonneau for two, making a most practical and convenient four or five passenger car as well as a Roadster of rarely beautiful lines.

The illustrations in this advertisement show the same car (drawn from actual photographs) with three, also five, passengers.

So many motorists have made the mistake of buying a Roadster and then, after frequently being inconvenienced by lack of carrying capacity, switched to a touring car, only to find that where they had so little room in the Roadster, they then had too much in the Touring Car. So for those Automobilists, this happy combination is designed.

This, by the way, is the same model light "Eight" Olds as used by Miss Amanda Preuss in her Record Breaking Transcontinental Trip Aug. 8-19, when, unaccompanied and unaided, she drove from San Francisco to New York—3,580 miles—in 11 days 5 hours and 45 minutes, breaking all records for non-professional drivers.

## Light Weight Insures Economy.

As a value car the Olds "8" is par excellence. Equipped with De Luxe Self-Starting, Lighting and Ignition system. The best there is.

It has been the successful combination of the features—eight cylinders and light weight—that has made this car a marked development in motor car manufacture and decided advance in construction.

Primarily the car weighs less than 2,800 pounds, making obvious the economy. This unusual lightness combined with strength is made possible by the extensive use of aluminum. By a careful balance of chassis instead of weight as formerly the

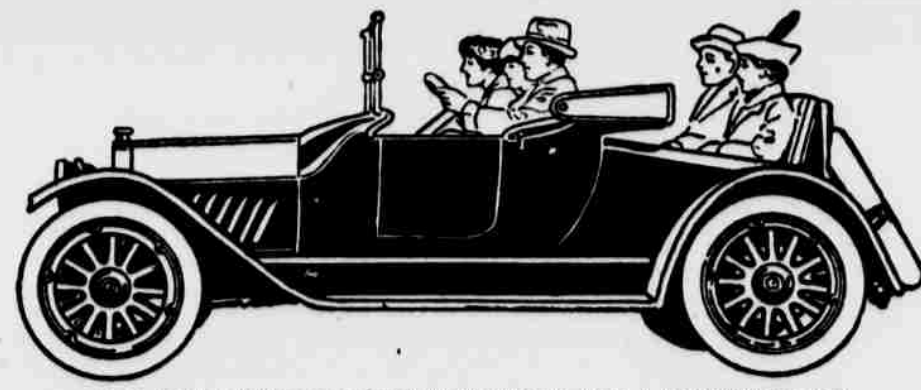
## Easy Riding—Easy Driving

Quality has been attained. With a powerful 40 H. P. motor and superior bearings throughout the mechanism yields a flexibility and responsiveness that is a distinct innovation.

The application of the smooth, even flow of irrefragable power is scarcely felt, so easily does it do its duty, consistently making

## 15 MILES TO THE GALLON OF GAS.

REMEMBER—you can have this proven NEW SERIES Light "8" De Luxe Combination Roadster the day you buy and now is the time to get it.



THE LIGHT "8" OLDS COMBINATION TURNED INTO A 5-PASSENGER CAR.

# Oldsmobile

COMPANY  
OF NEW YORK

225-227 W. 58 St.  
near Broadway

Branch—1806 Broadway (Columbus Circle)

Distributors for New York; New Jersey; Connecticut

## BRONX Representative

SIMMONS AUTOMOBILE CO.  
415 East 149th St.  
Phone Melrose 7774.

## BROOKLYN Representative

Royal Garage & Machine Works  
1174 BEDFORD AVENUE  
Phone Bushwick 7266

## America's Motor Classic

The Motor Cup Race, Saturday, Sept. 30, 2:30 P. M., at Sheepshead Bay Motor Speedway. Choice tickets may be obtained and reservations may be made by mail to—Phone or telegraph, Apply to—Macy's Information and Public Service Bureau, Main Floor Balcony, 34th St.

## Fashions of Youth Misses' DRESSES

Serge frocks such as these are not only practical, but are in high favor for immediate wear.

One piece serge Dress trimmed with nutria fur. Wide box pleat back and front; belt of self-material. Collar, deep cuffs and bands on pointed pockets of nutria. Large self covered buttons trim the front. Cord tie with fur ball ends. \$22.74

Two piece Russian Dress. Full coat model with all-around belt, yoke, deep pockets and box pleats in front and back. Pearl button trimmed. Hemstitched collar and cuffs of white pique. Shirred skirt with belt. \$16.74

Misses' sizes 14, 16, 18 years.  
Macy's Third Floor, 34th St.

R. H. Macy & Co.'s Attention Are Their Low Prices.  
**Macy's**  
Herald Square. Phone, 500 to 505 St.

Telephone Greeley 6100  
A complete efficient Telephone Shopping Service. Call Macy's by phone, give your order, and leave the rest to us.

## An Important Sale of Black and Colored Dress Goods

A comprehensive showing of the season's most fashionable materials. News of money saving opportunities in dress goods is always welcome—doubly so at a time when every woman's mind is concentrated upon her fall attire. To-morrow will be a day of really special dress goods offerings at Macy's.

French Twill Serge, all wool, Fashion's favored color for street dresses. Good shade of navy blue and black. 54 inches wide. \$1.36 yd.

Worsted Costume Checks. Especially desirable for suits and separate skirts. Navy and black, brown and black, green and black, tan and black. Even or broken checks, 54 inches wide. Verified price elsewhere \$2.25. \$1.89 yd.

Striped Costume Velours. Shown in the season's most fashionable color combinations. Very smart for two piece suits or separate skirts. 50 inches wide. Special, \$2.19 yd.

Cheviot Plaids, all wool. Extremely stylish color effects. The price quoted for these popular fabrics represents the present manufacturer's cost on this grade of goods. \$1.79 yd.

## Broadcloth, \$1.34 Yard

Verified price elsewhere \$1.50

2,000 yards of broadcloth, all sponged and shrunk, ready for the needle. Street shades of men's wear blue, medium navy, dark brown, myrtle green and plenty of rich black.

Macy's—Second Floor, 34th St., Broadway.

## Early Preparation Made Possible This

## September Sale of

## Blankets & Comfortables

Almost a year ago orders were placed for these bed-coverings and here they are in a variety of quantities and qualities at remarkably low prices.

150 Pairs of White Blankets, wide colored ribbon binding to match pink or blue borders. For full size beds. \$2.69 Pr.

100 Pairs of White Wool and Cotton Mixed Blankets, ribbon bound, pink or blue borders. 70x80 inches. \$3.29 Pr.

150 Pairs of Extra-Heavy White Wool and Cotton Mixed Blankets, colored ribbon bindings to match pink, blue or yellow borders. Single Bed size, \$3.94 Pr. Double bed size, \$4.69 Pr. Extra Large Bed size, \$5.49 Pr.

All Wool White Blankets, pink or blue striped borders and ribbon bound. 70x84 in. \$7.49 Pr.

Afghan Crib Blankets, honey-comb weave, in pink designs. 53x53 inches. \$3c Pr.

Baby Blankets, fancy colored designs. Pink and white, blue and white kindergarten designs. 39c Ea.

Fancy Jacquard Blankets, in light colors, pink, blue, gray or tan. Whipped edges. 64x78 inches. \$1.49 Pair

Figured Silkoline Comfortables, filled with pure white snowflake cotton, tufted centres, small, figured designs in various colors. Full size. \$1.59 Ea.

Lamb's Wool Comfortables, lined with figured Cambric, and finished with 9-in. satin border to match. Full Bed size. \$5.19 Each

75 Pairs of Tan Wool and Cotton Mixed Blankets, pink, blue or lavender borders, with bindings to match. For full size beds. \$3.59 Pr.

Extra Large White Euroka Blankets, colored ribbon bindings to match pink or blue borders. 70x84 inches. \$3.49 Pr.

Wool and Cotton Mixed Gray Blankets, with striped borders to harmonize. Securely bound, full size. Medium weight. \$3.49 Pr. Heavy weight. \$4.79 Pr.

High Grade White Wool Blankets, just enough cotton in warp to prevent shrinkage. Full size. \$4.74 Pr.

Fine Crib Blankets, limited quantity, slightly imperfect in finish. 42x60 inches. \$1.39 Pr.

Figured Bathrobe Blankets, plain borders, cords and tassels to match. May be had in various colors. 72x90 inches. \$2.19 Each

Fine Silkoline Comfortables, filled with pure white snowflake cotton, tufted centres, small, figured designs in various colors. Full size. \$1.59 Ea.

Lamb's Wool Comfortables, lined with figured Cambric, and finished with 9-in. satin border to match. Full Bed size. \$5.19 Each

Macy's—Main Floor, Centre.

## New Colorings, Designs and Weaves In

## Floor Coverings for Fall

From the large variety of Rugs and Carpets which comprise the Macy's showing of Floor Coverings for the Fall and Winter, several lines are described in detail below. There are Wiltons, Axminsters, Velvets and Tapestry Brussels, in several grades, some at special prices, others at regular prices, but all at prices from 6 to 10% less than elsewhere for goods of equal quality. Medallion effects in copies of genuine Oriental rugs, small all-over patterns in two tone and Persian designs and plain, solid tones predominate in floor coverings this season.

## Seamless Wilton Velvet Rugs

Made of worsted yarn to give service equal to many Royal Wilton Rugs.

22½ in. x 36 in. \$1.89  
36 in. x 72 in. \$5.74  
6 ft. x 9 ft. \$31.50  
8 ft. x 10 ft. 6 in. \$35.25  
9 ft. x 12 ft.

## Seamless Wilton Rugs

Very fine quality and finish. Colors clearly produced and excellently blended, as in Wiltons of even higher prices.

27 in. x 54 in. \$4.89  
36 in. x 63 in. \$7.64  
6 ft. x 9 ft. \$27.50  
8 ft. x 10 ft. 6 in. \$39.75  
9 ft. x 12 ft. \$41.75

## Velvet Carpets for Halls, Stairs and Rooms

27 inches wide. Each design may be matched in body carpet to cover a room solid or for stair carpet or hall runners. Made of strictly all-wool yarn in new designs.

\$1.19, \$1.24, \$1.59 Yd.

## Heavy Axminster Rugs

Very closely woven on a Jacquard loom which permits unusual designs in wonderful color effects, similar to the Wilton rugs.

27 in. x 54 in. \$3.48  
27 in. x 72 in. \$4.64  
4 ft. 6 in. x 7 ft. 6 in. \$11.74  
6 ft. 9 in. x 9 ft. \$20.89  
8 ft. 3 in. x 10 ft. 6 in. \$29.75  
9 ft. x 12 ft. \$31.75  
10 ft. 6 in. x 13 ft. 6 in. \$47.50  
11 ft. 3 in. x 15 ft. \$53.25

## Imported Wilton Velvet Carpet

Made in a variety of very fine designs, not shown in domestic fabrics.

\$1.89 per yd.

## Figured Cork Linoleums

Wood designs, block patterns, tile effects and imitation Japanese matting designs. 2 and 4 yds. wide. Standard qualities and new merchandise.

2 yds. wide. 59c & 64c sq. yd.  
4 yds. wide. 64c per sq. yd.

Macy's—Fourth Floor, Broadway.

## Laces, Nets and Embroideries

Gold or silver tinsel lace demi-founcings, 17 inches wide, fashionable new designs, on white, black, blue, rose or Nile colored silk nets. 98c yd.

Gold or silver Lamé lace founcings in full skirt widths, 42 inches; silver tinsel on white or black silk net, or gold tinsel on Paris or black silk net. \$2.97 yd.

17 and 26 inch founcings to match the 42 inch Lamé founcings. \$1.69 and \$2.19 yd.

White or cream colored Bretonne Nets. 72 inches wide, for dress linings. 54c yd.

Linen Cluny Lace Edgings (machine made), 2 to 3½ inches wide. Special, 19c yd.

"Nevvatore" Silk Nets, double width, 72 inches, in a complete assortment of the new autumn street and evening shades, including taupe, light pink, dark pink, gray, Copenhagen, Delft blue, coral, lavender, Nile, royal blue, navy, Paris, gold, brown, dark brown, heliotrope, purple, emerald, orchid, myrtle, rose, mustard, chrysanthemum, old rose, turquoise, cerise, peach, lemon, orange, Bordeaux, violet, maize, flesh, white, cream or black. Special, \$1.39 yd.

Embroidered edgings and insertions, including odd widths, broken sets and short lengths from our stock; embroidered in attractive patterns on nainsook, muslin or cambric. Macy's prices were 27c to \$1.07 yd. Specially priced at 19c to 68c yd.

Macy's—Main Floor, Centre.

## Chippendale Triple Silver Plated Tableware

at about Half Price

Purely Chippendale in design and ornament, with a simple elegance of which one will never tire. This sale presents a rare opportunity for acquiring tableware of unusual beauty for one-half its original cost.

In weight and appearance each piece closely resembles sterling silver, especially as the design possesses that exquisite refinement so sought after by silversmiths. Finished in a soft, semi-dull tone, similar to platinum.

## One Initial Engraved Without Extra Charge

The pieces offered in this sale are seconds, but the imperfections are so slight that it is very difficult to discover them with the naked eye.

Note the quality of the goods—Then compare prices.

Standard Price	Sale Price	Standard Price	Sale Price
Ten Spoons (set of 6)	\$2.50	Butter Spreaders (set of 6)	\$3.75
6 Dessert Spoons or Forks	4.50	Cream Ladles (each)	1.00
6 Table Spoons or Forks	5.00	Berry Spoons (each)	2.00
6 Teaspoons (set of 6)	2.50	Fish Serving Forks (each)	2.50
6 Coffee Spoons (set of 6)	2.25	Fish Serving Knives (each)	3.00
6 Bouillon Spoons (set of 6)	1.50	Cold Meat Forks (each)	1.25
Small Tea Spoons (set of 6)	2.50	Pickle Forks (each)	75c
6 Soup Spoons (set of 6)	5.00	Guaranteed Spoons (each)	85c
6 Individual Salad Forks	4.00	Butter Knives (each)	80c

Note. We have no more medium and dessert knives in "seconds," but can furnish perfect ones for this sale only at the following prices: Medium Knives, \$4.98 set of 6; Dessert Knives, \$4.48 set of 6.

Macy's—Main Floor, Broadway.

## The New Fall BAGS

At \$4.79

The Materials—All leathers—pin seal, straight grain seal, pearl seal, mocha, chaffin velvet, moire silk.

The Styles—Leather bags shirred, pleated or plain, with covered or metal frames. Silk bags with two skirts. Large shirred bags of chiffon velvet. Clasp plain, flat or round, some enameled in blue or rose.

The Fittings—Single or double inside frames, white kid lined inner compartments, mirrors with powder puffs in back. All lined with heavy fancy silks, striped, dotted, flower designs or plaid.

The Colors—All leather and velvet bags are black; silk moire bags of navy blue, mocha bags black, blue or gray.

Macy's—Main Floor, 34th St.